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## **Biden Announces Settlement with Skechers Over Charges of Deceptive Advertising** *Company to pay millions in refunds to consumers nationwide*

**Wilmington** – Attorney General Beau Biden announced that Delaware has joined the federal government, 42 states, and the District of Columbia in reaching an agreement with Skechers USA to resolve charges that it advertised certain health benefits from wearing its line of rocker-bottom athletic shoes without the evidence to substantiate those claims.

“It’s simply unacceptable for companies to sell products by claiming health benefits they can’t back up with evidence,” Attorney General Biden said. “Delawareans who purchased these Skechers products can learn more about the refunds we’ve secured for them by visiting [www.ftc.gov/skechers](http://www.ftc.gov/skechers) or calling our Consumer Hotline at 800-220-5424.”

In a lawsuit filed this week, along with the proposed settlement agreement, the states and the Federal Trade Commission (FTC) allege that Skechers violated Delaware’s Deceptive Trade Practices Act and other laws by making health-related claims in the marketing, packaging, and selling of its line of rocker-bottom shoe products including Shape-ups, Tone-ups, and the Skechers Resistance Runner. The lawsuit alleges that Skechers claimed these products caused consumers to lose weight, burn more calories, improve circulation, fight cellulite, and firm, tone or strengthen thigh, buttock, and back muscles without adequately substantiating these claims by competent and reliable scientific evidence.

As part of the settlement, Skechers will pay approximately \$40 million for partial refunds to consumers nationwide who purchased the Shape-Ups, Tone-Ups, or the Skechers Resistance Runner shoes. Current information about claiming a refund is available on the FTC website at [www.ftc.gov/skechers](http://www.ftc.gov/skechers). Skechers will also pay an additional \$5 million to the states.

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